

ORDER

**WAVY**

Orders
Order / Rev: 202894
Alt Order #: 06847273
Product Desc: 10/26-11/6 N.R.C.C. IE
Estimate: 2964
Flight Dates: 10/26/12 - 11/06/12
Original Date / Rev: 10/07/12 / 10/07/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: National Media
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/NRCC IE
Demographic: A35-64
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16736/NO10995
Agency External ID: IN302/SP102/SP1137/AL1713/MO2553

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WAVY	48%	\$0.00
Market	100%	\$0.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	3%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	11%	\$0.00
WTVZ	4%	\$0.00
WVBT	15%	\$0.00
WVEC	19%	\$0.00